



The enthusiasms of Earth Day 1970 have been institutionalized in legislation, regulation, litigation, political dynamics and new personal values, and woven into the fabric of national life.

Gladwin Hill
New York Times
30 December 1979

Forum

Class Action

On Earth Day, students from elementary and middle school classes will travel to Washington, DC, for an environmental summit with members of Congress. The students are representatives from 10 winning classes in the third "Class Act Environmental Challenge" sponsored by Amway Corporation and Newsweek, Inc. Schools from across the nation were invited to enter projects that promote environmental awareness and responsibility. Two students and the teacher from each winning class will share their projects with members of Congress during the expense-paid trip to Washington.

Each of the winning schools received a \$5000 cash prize to support long-term needs for the schools' environmental education, such as classroom and lab equipment or updated environmental learning materials. Teachers from the winning classes also received a \$500 gift award. In addition, each winning class will be featured in one of a series of advertisements in *Newsweek*. The winning projects range from school recycling programs to studies of water quality issues to the creation of multicultural environmental pamphlets.

"Newsweek has a long-term commitment to informing readers about environmental issues, so we're pleased to be a co-sponsor of the Class Act Environmental Challenge for a third year with Amway Corporation, recognizing outstanding student projects," said Richard M. Smith, *Newsweek* editor-in-chief. "The winning projects show imagination and prove that students do make a difference."

A panel of judges consisting of environmental educators, *Newsweek* editors, and key management from Amway Corporation, judged the entries on positive environmental impact, creativity, originality, and execution.

"In Amway's free enterprise tradition, we salute the outstanding accomplishments of these young environmental entrepreneurs," said Nan Van Andel, Amway vice president for catalog and communications. "We hope these innovative efforts become environmental models for students and others to take action in their own communities."

The winning schools and projects are:

- *Making a Difference Every Day*, Charles E. Teach School, San Luis Obispo, California. Students implemented a school recycling program, held a beach clean-up day, made recycled holiday gifts, and sold an environmental calendar.
- *Environmental Boxes*, Arvida Middle School, Miami, Florida. Wooden fruit crates were transformed into three-dimensional environmental "messages" and placed in businesses throughout the community to raise awareness about environmental issues.
- *Catch the Message*, Barton Open School, Minneapolis, Minnesota. Working with the Minneapolis Public Works Division, students created 175 messages near storm drains to discourage people from dumping pollutants into the system.
- *Hands across the Border*, Plan It for Our Planet, El Paso Country Day School, El Paso, Texas. Students created an environmental pamphlet in five languages and held an environmental summit with students from Juarez, Mexico, to discuss ways to clean up the El Paso, Juarez border.
- *A River Runs through It*, Glendale Middle School, Salt Lake City, Utah. Students did experiments and built models as part of the study of the Jordan River ecosystem, located next to their school.

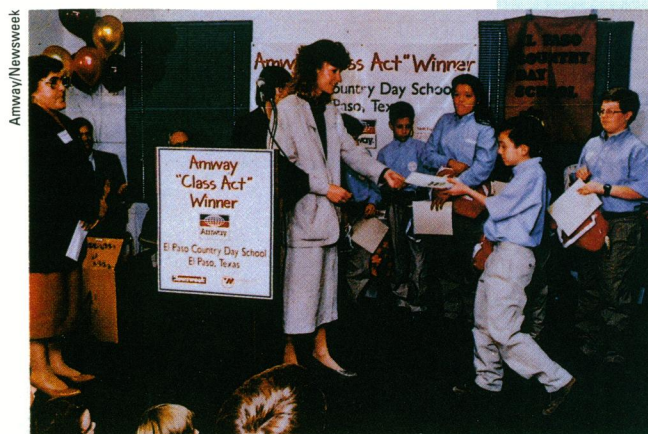
STUDENT SUMMIT

While the passage of NAFTA has held the interest of adults living along the U.S.-Mexican border, students from one border area were recently concerned more with ways to clean up the environment on both sides. Students from the environment group at El Paso Country Day School in Texas took part in an environmental summit with students from across the border in Juarez, Mexico as part of the schools' "Hands across the Border, Plan It for Our Planet" project.

The project was designed to raise awareness of environmental issues and involve students in both countries in making plans to solve environmental problems, while taking part in activities to reduce pollution. The project was one of 10 winning entries in the "Class Act Environmental Challenge" sponsored by Newsweek, Inc. and Amway Corporation.

On the day of the summit, students on both sides walked to the border carrying environmental posters and picking up trash and recyclables. The students met on the bridge that joins the two countries, and then returned to the U.S. side to discuss the state of the environment and what students could do to make a difference. At the conclusion of

the summit, the El Paso students presented a tree to their Juarez counterparts, who gave each El Paso student a book on ways to help the environment. The students parted on the bridge between El Paso and Juarez, resolving to continue their cooperation in cleaning up the border region.



Class act. El Paso Country Day teacher Regina de Wetter presents environmental awards to her students.

- *KARE/Kids against Ruining the Earth*, Governor Mifflin Middle School, Shillington, Pennsylvania. Seventh-grade students initiated an environmental group to educate elementary students about preserving the planet.
- *A.C.T.I.O.N.*, Jamieson School, Chicago, Illinois. Students participated in Chicago's Adopt-a-Street, Adopt-a-Park, and Graffiti Blasters programs, and initiated a school litter patrol.
- *Libby Latah Project*, Libby Middle School, Spokane, Washington. An interdisciplinary project introduced inner-city students to the interrelationship between the environment and Native American cultural history of the Latah Creek watershed through field studies including water quality testing and land use studies.
- *Habitat for Creation*, Montessori Children's Cottage, Conyers, Georgia. Students selected nine animal species indigenous to Georgia and created prototype habitats for the animals and placed them in the Davis Arabia Mountain Nature Preserve.
- *Project Achievement Ecosystem*, Sandburg Intermediate, Alexandria, Virginia. Students from the Project Achievement after-school program helped to plan, install, and maintain a children's discovery pond.



Critical condition. For Earth Day the Sierra Club will focus on five ecoregions in North America including the Sierra Nevada.

Earth Day 1994

To keep the spirit of Earth Day alive, organizations around the country are making plans for April 22. Some of the larger environmental groups are organizing forums and educational programs, while smaller groups are planning activities on a local level. Many of the organizations are emphasizing in their activities that a commitment to the environment is not a once-a-year event. Said Jane Elder, director of ecoregion planning for the Sierra Club, "We're trying to move beyond the 'this year in Congress' approach to looking at the next 20 years."

To aid smaller groups in planning for Earth Day, an organization has been formed by the United States Public Interest Research Group. The group, Earth Day Resources, is a permanent national Earth Day organization. Started in 1991, the group's goal was to ensure that there would be a grassroots effort to keep the Earth Day tradition going. The group not only works to promote Earth Day but also supports environmental programs throughout the year.

Earth Day Resources provides support to community organizers, educators, and college activists in the form of materials and organizing assistance. Upon request,

the group will specifically provide organizational manuals, advice from a national organizing team, updates, brochures, posters, information about other participants, and media support to any environmental organization for Earth Day. The group will also sponsor the national Earth Day Spring Clean to encourage Earth Day participants to clean up their local community while raising money for environmental projects. Groups such as the Green Corps, the field school for environmental organizing, the Student Environmental Action Coalition, and the Sierra Student Coalition have pledged to do "spring cleans" this year.

Among the larger environmental groups making plans for Earth Day is the League of Conservation Voters. LCV, the bipartisan political arm of the national environmental movement, will hold its annual Greenvote Forum in Washington, DC, on Capitol Hill April 21 and 22. It will invite members of Congress with excellent environmental records, leading environmental journalists, members active on its board, leading donors, and members of its political advising committee to participate. At the forum, the group will examine upcoming environmental issues in Congress and review the environmental records of potential candidates for Congress.

The Sierra Club, one of the oldest and most active environmental groups, is expanding its concept of Earth Day this year (and to a certain extent its overall philosophy) to focus on longer-term issues. As

an informal part of the group's Second Century Agenda, the Sierra Club has identified 21 regional ecosystems in the United States and Canada and is developing long-term strategies to address their environmental problems, revolving around three themes: preserving wildlife, ensuring health, and promoting sustainable systems. For Earth Day, the group will feature one of these themes in relation to each of five ecoregions.

With respect to the Great Lakes ecoregion, the emphasis will be on developing a health plan for the area to deal with continuous food web issues such as food toxins and environmental estrogens. Activities concerning the Mississippi River Basin ecoregion will attempt "to get people to look at the Mississippi as a living system," according to Elder, who said that the environmental effects of the midwestern floods will continue to cause problems for a long time. The group plans to work toward a long-term environmental response plan for the area and will hold informal workshops on flood plain awareness. Elder said this is a particularly appropriate ecoregion because Earth Day falls at the peak of the Midwest's spring rains, which last year wreaked environmental havoc.

Plans are not yet finalized for the other ecoregions the Sierra Club will feature: the northern forests of New England and Maine, the southern Appalachians, and the Sierra Nevada. According to Elder, the group decided to target North American ecoregions because, although most people are aware of the decline of rainforest